WHAT ARE THE DIFFERENT STEPS IN A TOUR?

Finding your school's website or tour info

Ease of signing up for a tour

Pre-tour communicati on

First impression

The tour itself

The close

Post tour follow up

- 1. Make it easy to be found with SEO and a good website
- 2. Use the event feature on Facebook
- 3. Publicize your events on Enroll Indy
- Make engaging with your school the focus of your website
- Allow them to sign up for the tour on your website
- 3. Provide
 different ways
 (virtual tour) for
 them to
 engage with
 you

- 1. Start the experience with pre-tour confirmation
- Learn more about them by asking a few questions
- 1. One chance to get it right
- 2. The welcome is key
- them not about

- Scripted out
- 2. Multiple people trained to give it
- 3. Show the school in action
- 4. Principal interaction
- 5. As long as they want / need to make the decision

- Go for the close
- 2. Provide good follow up material
- 3. Move them along the journey
- 1. Don't lose them because you don't follow up
- 2. Shoot for at least 3 touches post tour
- 3. The personal touch is the winning touch



Marketing and Recruitment Strategies for Schools

TOP 10 TENANTS OF A GOOD SCHOOL TOUR

- 1. Make it as easy as possible for prospective parents to find your school
- 2. Make it as easy as possible for parents to engage in a tour
- 3. Make sure the entire staff knows about the importance of school tours
- 4. Start the "courting process" as soon as they sign up
- 5. Strong first impression
- Make the tour about them and their child not about you!
- 7. The tour is too important to not script it out
- The tour is designed to allow them to envision their child at your school and wow them
- 9. Don't be afraid to ask for the enrollment
- 10. You will lose more families by not following up than you will by checking back in with them